Carlson Hotels Worldwide℠

The Information Technology Group

Scott B. Heintzeman - CIO

Thursday, May 17, 2001

Please Stand By...

We Make IT Happen!

Consumer Group®

Carlson Leisure Group

- Carlson Wagonlit Travel
- Neiman Marcus Travel Service
- Results! Travel

Vacation and Business Travel

- Carlson Destination CDMS Marketing Services

Leisure Fulfillment Services

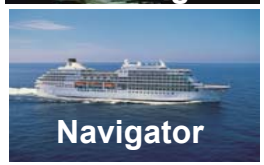
Carlson Hotels Worldwide

- Radisson
- Regent International Hotels
- Country Inns & Suites by Carlson
- Park Hospitality
- Carlson Vacation Ownership
- Carlson Lifestyle Living

Carlson Restaurants Worldwide

- T.G.I. Friday's
- Timpano Italian Chophouse
- Italianni's
- taqueria cañonita
- Samba Room
- Star Canyon
- Fast Friday's
- mignon
- Friday's American Bar
- Friday's Front Row Sports Bar
- e Brands
- T.G.I. Friday's Cafe
- Fishbowl
- Bossa Cuban Bar + Latin Cafe
- Aquaknox

Carlson Cruises Worldwide



Bio for Scott B. Heintzeman

- **Currently – CIO Carlson Hotels Worldwide**
  - Current "Curtis-C" CRS is a Cornell University "Best Practice" & on permanent archives of the Smithsonian Institute
  - Founding President of HEDNA
  - Pioneered the creation of the Seamless Interface to GDS
  - Deployed first Web site in '95 with Dr. Vinton Cerf
  - Registered Patents:
    - ✓ "Look To Book"
    - ✓ MACH-1 (Pending)
  - 1999 – Inducted to Hospitality Technology "Hall of Fame"
  - 29 Years with Carlson Hospitality

- **Prior to CIO…**
  - Started in 1972 at Radisson South Hotel as a "Linen Runner"
  - Operated & opened numerous hotels in senior management positions over a 10 year period
  - Initiated Radisson's Reservation Services in 1982 & Radisson's Franchise Services programs in 1983
  - Deployed Carlson's Original Central Reservation System – "PIERRE" in 1985

Hospitality IT Best Practices

"Best Practice" Leadership

1) "CustomerKARE"

Best Customer Satisfaction Program & IT System

2) "Look To Book"

Best Reward Program for Travel Agents

3) "Curtis-C"

Best Hotel Reservation / Distribution System

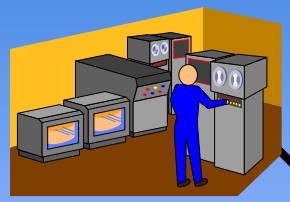
The Smithsonian Institute

The Curtis-C System

Our "Best Practice" Global Distribution System

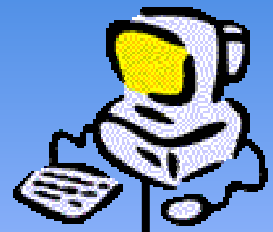
Look To Book Patent

450,000 Travel Agents

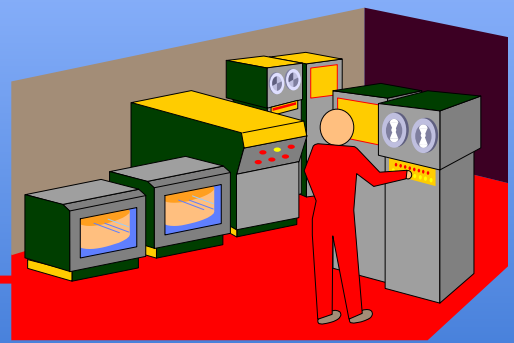


All GDS Systems Worldwide

Internet Growth

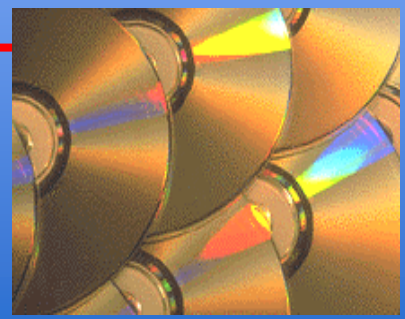


Five Regional Call Centers (Serving 55 Countries)



Curtis-C

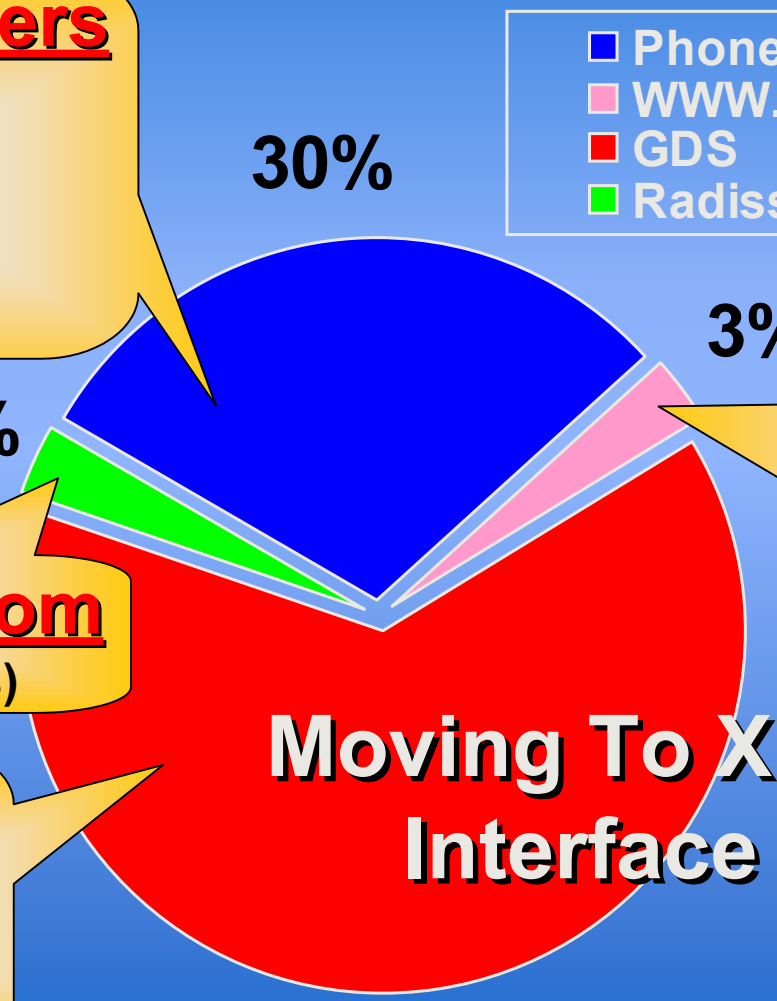
Relationship eMarketing



CustomerKARE

The .Com Fight for Mkt. Share

Phone Centers
- Omaha
- Albuquerque
- Dublin
- Sydney
- Mexico City



.Com's
- Travelocity
- Expedia
- WorldRes
- GetThere
- Lastminute
- Priceline
- Plus Over 10,000 other sites

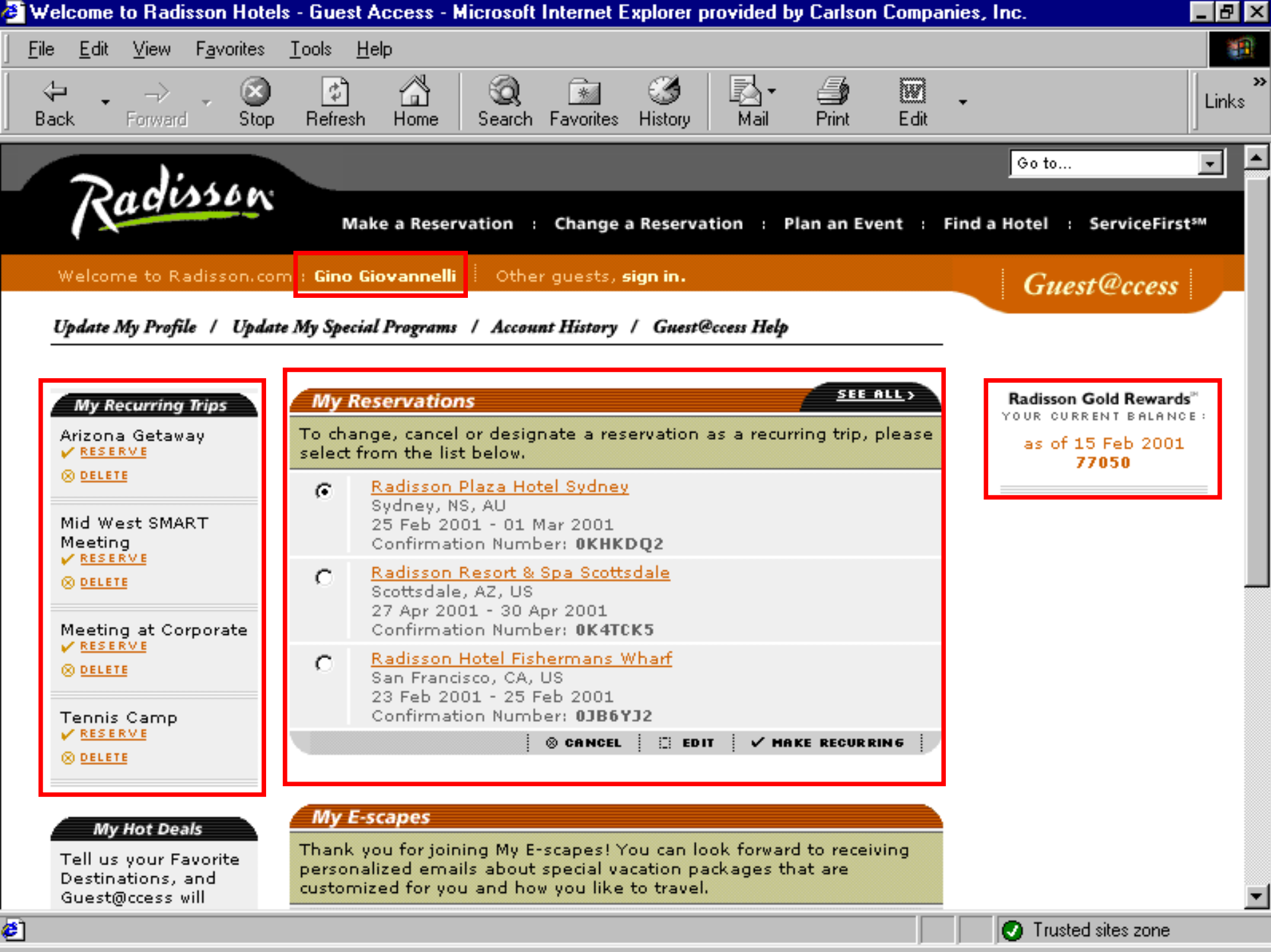
(All Inventory is Managed from Curtis-C via WizCom or Direct Connect.)

Radisson.Com
(Branded Sites)

GDS
- Sabre
- Galileo
- Amadeus
- Worldspan

New Strategies In Com's

Property of Carlson Hotels Worldwide



Welcome to Radisson Hotels - Guest Access - Microsoft Internet Explorer provided by Carlson Companies, Inc.

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Links

Go to...

Radisson

Make a Reservation : Change a Reservation : Plan an Event : Find a Hotel : ServiceFirst℠

Welcome to Radisson.com : Gino Giovannelli | Other guests, sign in.

Guest@ccess

Update My Profile / Update My Special Programs / Account History / Guest@ccess Help

My Recurring Trips

Arizona Getaway
✓ RESERVE
⊗ DELETE

Mid West SMART Meeting
✓ RESERVE
⊗ DELETE

Meeting at Corporate
✓ RESERVE
⊗ DELETE

Tennis Camp
✓ RESERVE
⊗ DELETE

My Reservations SEE ALL >

To change, cancel or designate a reservation as a recurring trip, please select from the list below.

- (●) Radisson Plaza Hotel Sydney
  Sydney, NS, AU
  25 Feb 2001 - 01 Mar 2001
  Confirmation Number: **0KHKDQ2**
- ( ) Radisson Resort & Spa Scottsdale
  Scottsdale, AZ, US
  27 Apr 2001 - 30 Apr 2001
  Confirmation Number: **0K4TCK5**
- ( ) Radisson Hotel Fishermans Wharf
  San Francisco, CA, US
  23 Feb 2001 - 25 Feb 2001
  Confirmation Number: **0JB6YJ2**

⊗ CANCEL | EDIT | ✓ MAKE RECURRING

Radisson Gold Rewards℠
YOUR CURRENT BALANCE :
as of 15 Feb 2001
77050

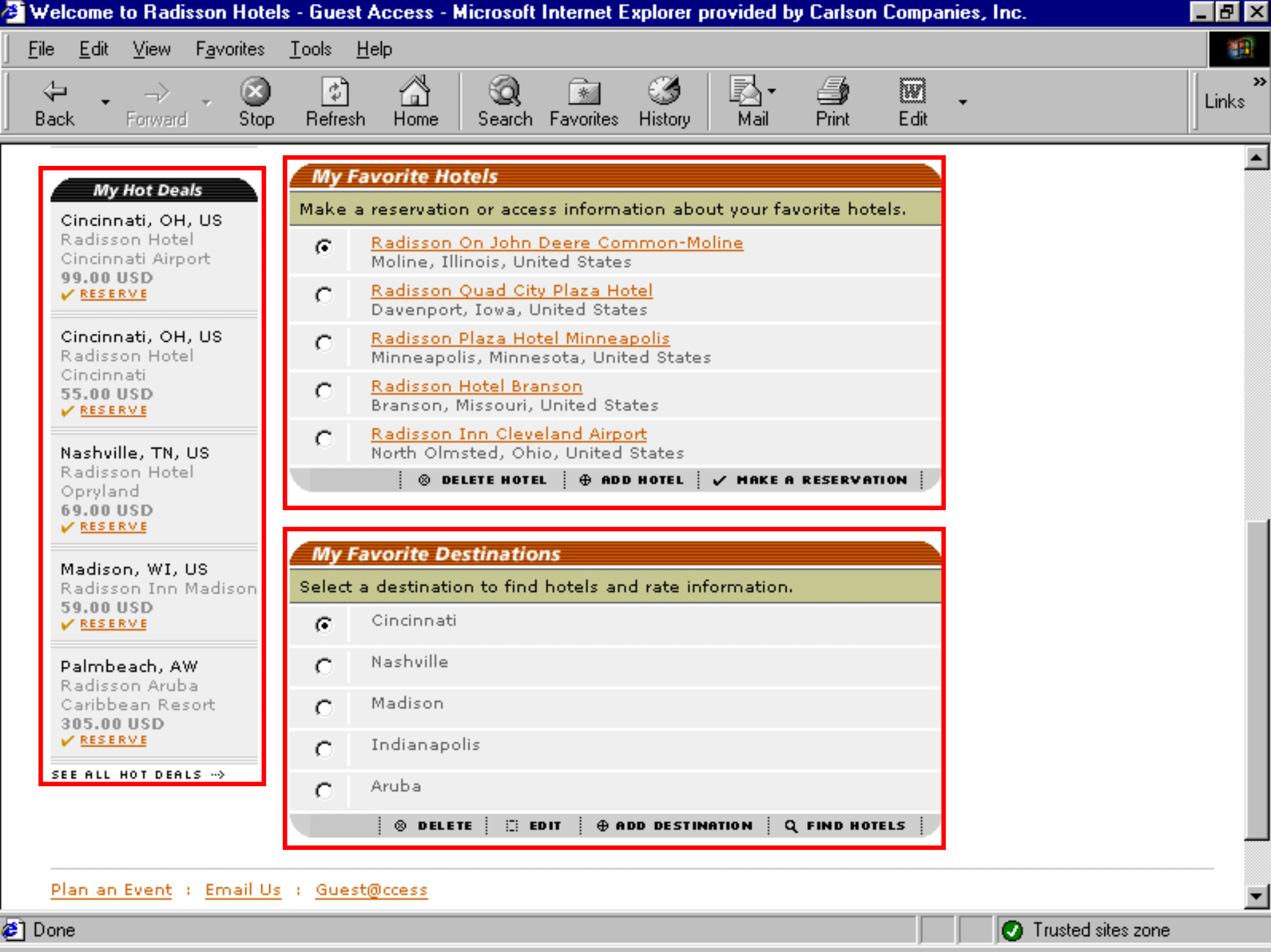
My Hot Deals

Tell us your Favorite Destinations, and Guest@ccess will

My E-scapes

Thank you for joining My E-scapes! You can look forward to receiving personalized emails about special vacation packages that are customized for you and how you like to travel.

Trusted sites zone


Welcome to Radisson Hotels - Guest Access - Microsoft Internet Explorer provided by Carlson Companies, Inc.
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Links
My Hot Deals
Cincinnati, OH, US
Radisson Hotel
Cincinnati Airport
99.00 USD
RESERVE
Cincinnati, OH, US
Radisson Hotel
Cincinnati
55.00 USD
RESERVE
Nashville, TN, US
Radisson Hotel
Opryland
69.00 USD
RESERVE
Madison, WI, US
Radisson Inn Madison
59.00 USD
RESERVE
Palmbeach, AW
Radisson Aruba
Caribbean Resort
305.00 USD
RESERVE
SEE ALL HOT DEALS
My Favorite Hotels
Make a reservation or access information about your favorite hotels.
Radisson On John Deere Common-Moline
Moline, Illinois, United States
Radisson Quad City Plaza Hotel
Davenport, Iowa, United States
Radisson Plaza Hotel Minneapolis
Minneapolis, Minnesota, United States
Radisson Hotel Branson
Branson, Missouri, United States
Radisson Inn Cleveland Airport
North Olmsted, Ohio, United States
DELETE HOTEL ADD HOTEL MAKE A RESERVATION
My Favorite Destinations
Select a destination to find hotels and rate information.
Cincinnati
Nashville
Madison
Indianapolis
Aruba
DELETE EDIT ADD DESTINATION FIND HOTELS
Plan an Event : Email Us : Guest@ccess
Done
Trusted sites zone

Radisson » Radisson Inn - Executive Park

Atlanta, GA cityguide created around:

Radisson Inn - Executive Park
2061 N. Druid Hills Road NE
Atlanta, GA 30329
Phone: 404-321-4174
Fax: 404-636-7264

Map It

GuideSync™
AvantGo Users:
Sync this Cityguide
to your PDA.
CLICK HERE

Find out what's CloseBy

"10Best Businesses"
10 Overall Closest

Arts and Culture
10 Overall Closest
Galleries
Museums

Business Services
Business Services

Dining
10 Overall Closest
American/Continental
Breakfast/Brunch
Dessert & Coffee
French
International
Italian
Lunch
Seafood

Favorites
Local Favorites

Golf
10 Overall Closest
Private Courses
Public Courses

Leisure Activities
10 Overall Closest
Historic Sites
Neighborhoods
Parks
Sight Seeing
Theme Parks
Wildlife and Nature

Local Events
Local Events

Night Life
10 Overall Closest
Bars
Dancing
Live Music

Shopping
10 Overall Closest
Antiques
Gift Shop
Men
Specialty Shop
Women

Transportation
10 Overall Closest
Limousine Services
Rental Car Companies
Taxi Cabs

About Atlanta —

As the "Capital of the New South," Atlanta is a city that celebrates change and growth. Though a fascinating history keeps locals and visitors looking back, the modern, sophisticated city also has no problem looking ahead. Its gracious, sprawling plantations inspired "Gone With the Wind," and while you can still find antebellum mansions and towering oaks draped with Spanish moss, you're just as likely to find multinational corporations and global banks. The headquarters of companies like CNN and Coca-Cola. One of the busiest airports in the world. And shops, restaurants and nightlife to suit every taste. Diversity is the name of the game in Atlanta, the birthplace of Martin Luther King, Jr. and the home of the Braves. Its cultural experiences come in all shapes, sizes and sounds. Still surging since rising from the ashes after the Civil War, Atlanta has shown an ability to adapt and prosper, and that forward-looking spirit continues

Michael C. Carlos Museum

(Arts and Culture - Museums)
571 S Kilgo St, Atlanta 30322 • 404-727-4291
Distance: ~**3.01 mi** from Radisson Inn - Executive Park

Description: Founded in 1919, this is the oldest art museum in Atlanta. The permanent collection features awe-inspiring displays, many of which were found during the 1900s by members of Emory's faculty. Inside a modern interior designed by Michael Graves, you'll find archeological finds from ancient Rome, South America, Sub-Saharan Africa and much more. Must-see collections include Egyptian art, mummies, and objects from Palestine that date back to the Bronze Age.

From: Executive Park
2061 N Druid Hills Rd NE
Atlanta, GA 30329-1808

To: Michael C. Carlos Museum
571 Kilgo Cir NE
Atlanta, GA 30322-0001

Directions:

Arts and Culture
10 Overall Closest
Galleries
Museums

Business Services
Business Services

Dining
10 Overall Closest
American/Continental
Breakfast/Brunch
Dessert & Coffee
French
International
Italian
Lunch
Seafood
Steak Houses
Tex-Mex

Favorites
Local Favorites

Golf
10 Overall Closest
Private Courses
Public Courses

Leisure Activities
10 Overall Closest
Historic Sites
Neighborhoods
Parks
Sight Seeing
Theme Parks
Wildlife and Nature

Local Events
Local Events

Radisson Miyako Hotel San Francisco

Santa Monica Pier and the Hard Rock Café.

More...

while you're there :

Wine Country Tour

See the green and golden hills of San Francisco's Wine Country in comfort. With a tour bus and expert guides to escort you to premium wine-tastings at the Sonoma and Napa Valleys, you'll have nothing to worry about.

More...

Departure and Return Details

Departure Dates:
Daily - April 1, 2000 to March 31, 2002

Departure Point:
Passengers should arrive **30 minutes prior to tour departures** at the Super Sightseeing Tours ticket office located at the Anchorage Shopping Center (2800 Leavenworth St. SF CA 94133), at Fisherman's Wharf).

Departure Time:
10:00am

Return Details:
Tour concludes at Fisherman's Wharf at the Super Sightseeing Tours ticket office, Anchorage Shopping Center on Leavenworth St.

Golden Gate Bridge
© Super Sightseeing Tours

Hotel Pickup:
Not available

Additional

Inclusions:

- Driven tour along the waterfront of San Francisco Bay

MACH-1 Business Drivers

- Expanded Scope of Work Responsibilities
- Shrinking Time to Review Information
- Exploding Amount of Information to Review
- The Need to be Proactive (Not Reactive)
- The Fact that "I need an 'Assistant' that moves as fast as I do".
  - **What I need… (Personalized)**
  - **When I need it… (Proactive)**
  - **Wherever I happen to be. (Portable)**

Defining Characteristics of MACH-1

(Mobile Access to Carlson Hospitality) Patent Pending

Portable!

imPortant!

Personalized!

Proactive!

Best Practice!

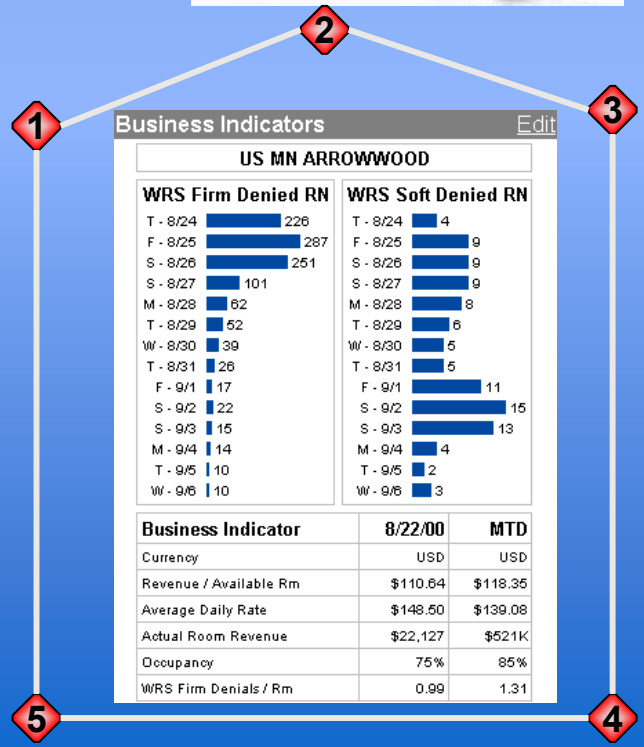
1) Wireless Communications

2) Dynamic Business Information

3) Subscription Based Content

4) Personalized Threshold "Triggers"

5) Alert / Alarm Notification



Our Opportunity: "Grow the Size of Our Tent"

+3 Ways to Sync Info

- "Cradle" or "Infra-red" with PC workstation
- Wireless LAN (Within an Office or Hotel)
- Cellular Communications
  - —(In Europe, this device **is** also be your "Cell Phone")

More Applications

- Alert all Sales People of any Future Dates Running 5% Below Historic Booking Pace
- Alert me if CRO is denying reservations for any future date that has Availability.
- Alert me if my “Bonus Payout” metrics come within 5% of “Unsatisfactory”.

Guest Services

- Alert me @ VIP Check-In.
- Alert me if over 3 guests are waiting for rooms to be cleaned
- Alert me if any Room Service Order takes more than 22 Minutes.
- Alert me if more than “10%”of Today’s Check-ins omit a valid eMail address.

We Make IT Happen!

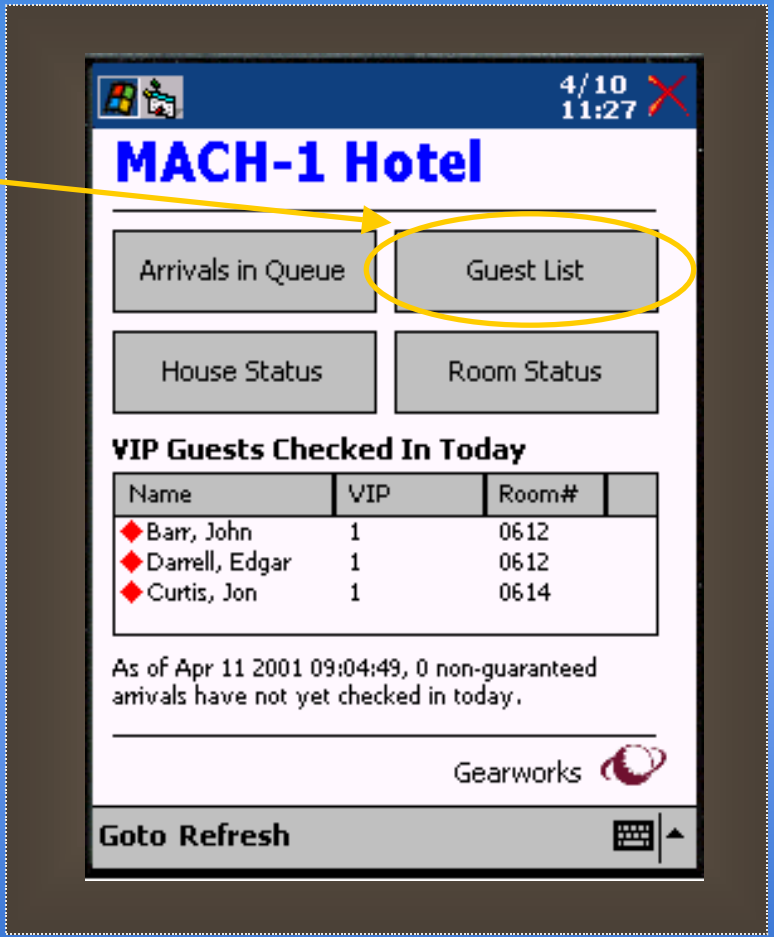
Welcome to MACH-1 (Hotel Guest Services Version)

Property of Carlson Hotels Worldwide

Main Menu

Guest List Information

- Arrivals
- In House
- Departures



GuestList

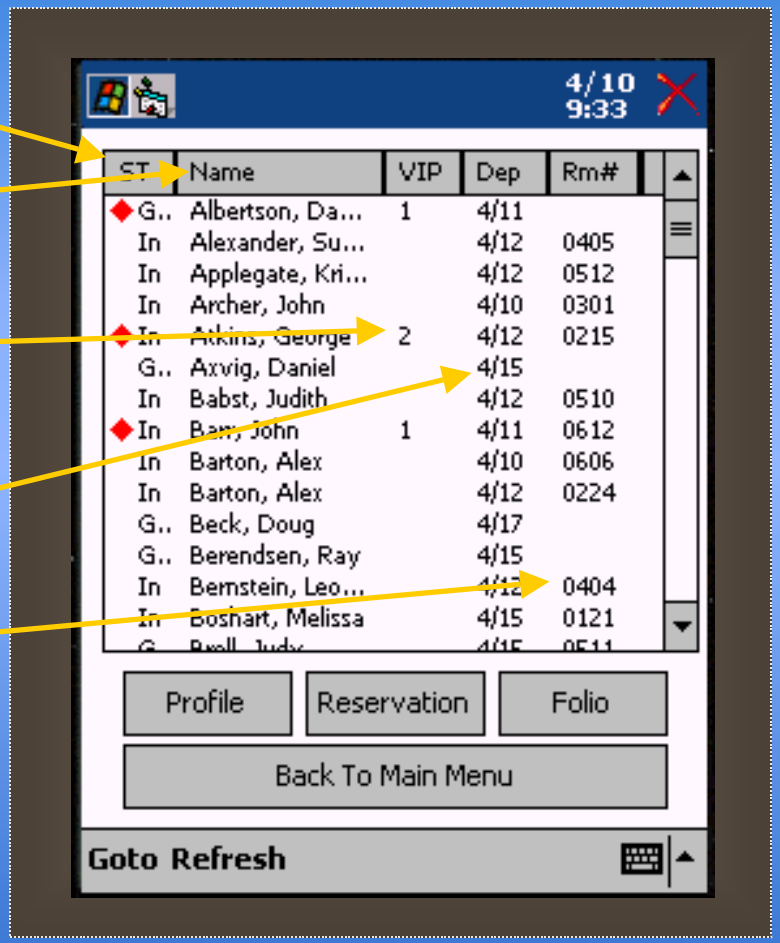
Guest Status

Name

VIP Status

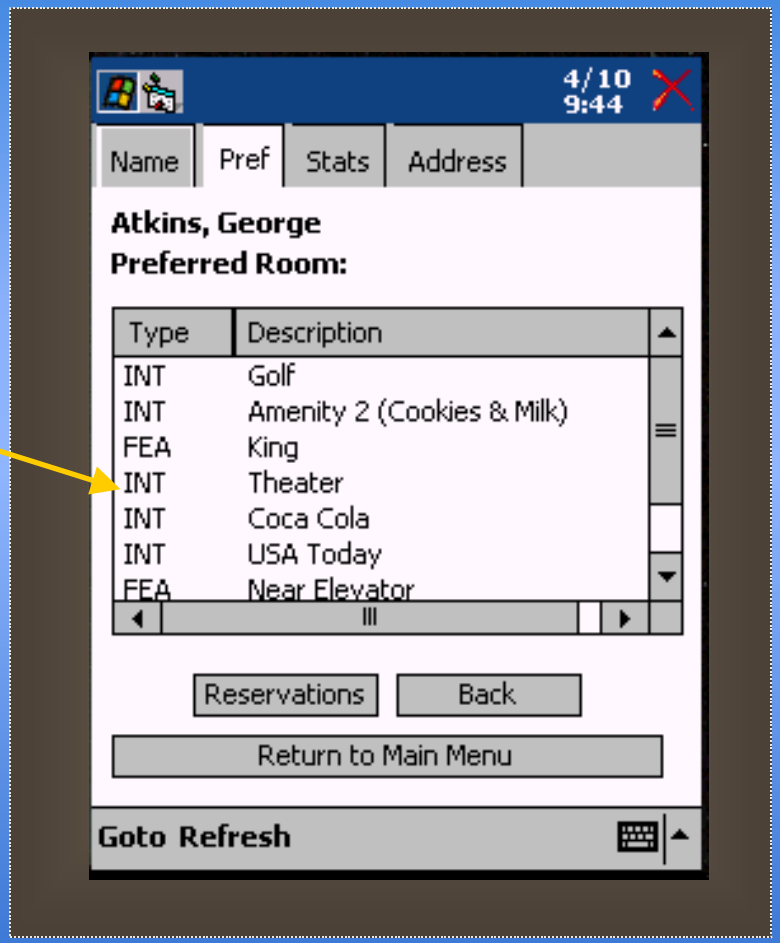
Departure Date

Room #



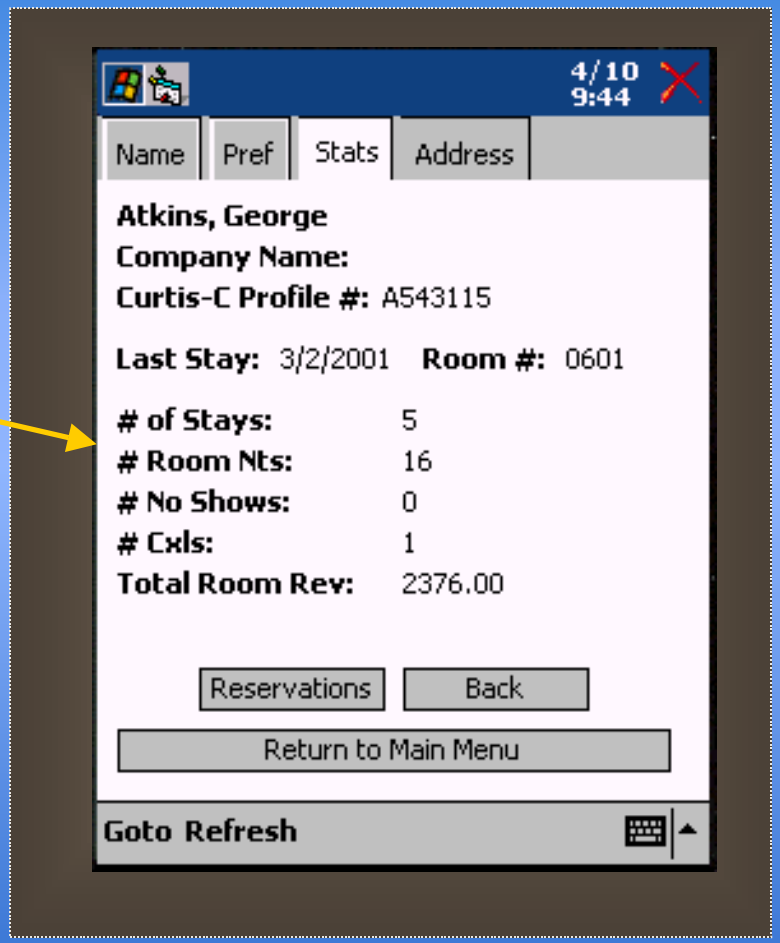
Profile Information

Review your guests' preferences



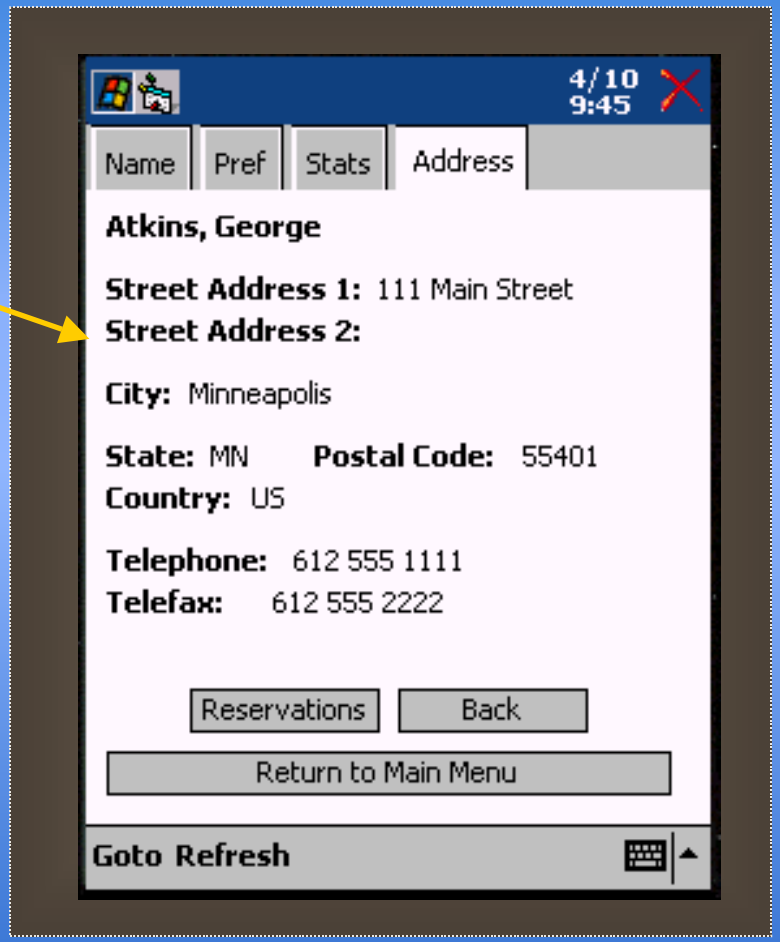
Profile Information

What is your guest's previous stay history?



Profile Information

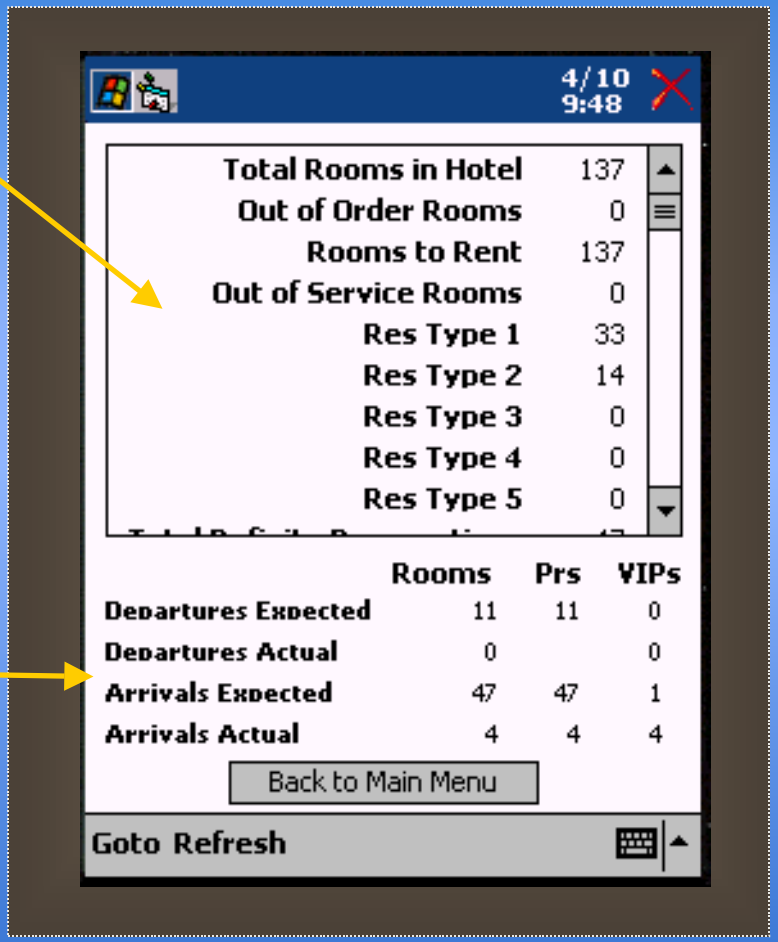
Do you have complete address information?



House Status

House Status Summary

Departures / Arrivals / VIPs at a Glance



Room Status

Status of all rooms:

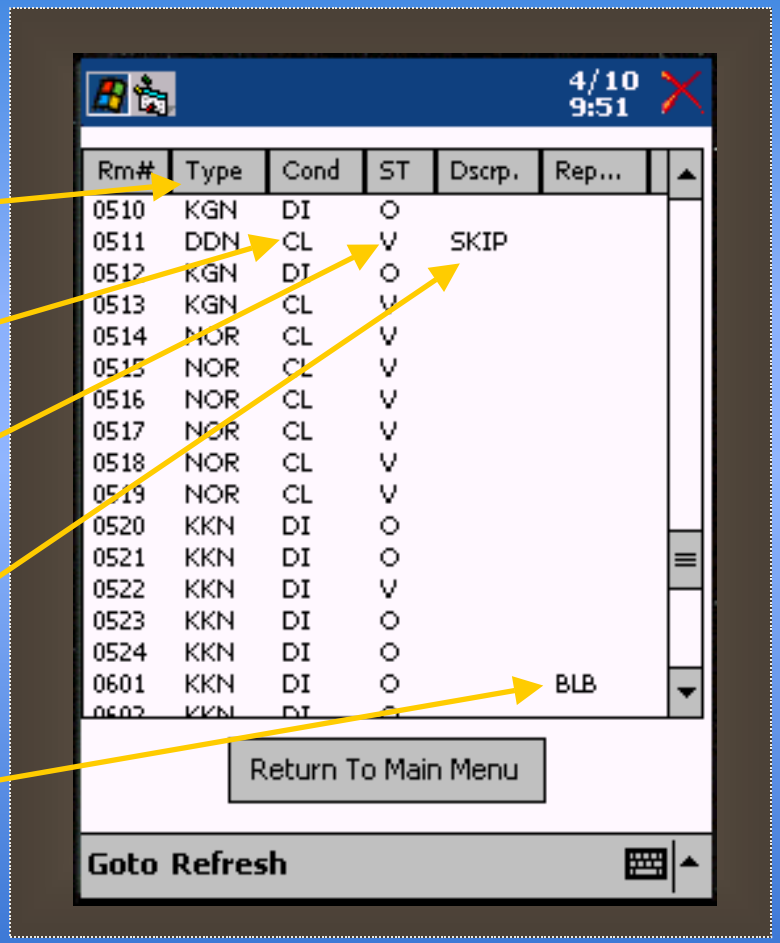
Room Type

Clean or Dirty?

Vacant or Occupied?

Discrepant?

Repairs needed?



Obstacles to Success

- Infrastructure Preparation Could be Costly
- Thinking & Working in Real Time & Small, Actionable, “Data-Bites”
- Slow Cellular Modems
- Lack of “Pervasive” National Standards for High Speed Cellular!

Please Stand By...